

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

NEBO Media, Media Account
Attention: Jessica Murray
3299 K Street NW
Washington, DC 20007
USA

<u>Contract / Revision</u> 472833 /		<u>Alt Order #</u> 06115537
<u>Product</u> NRSC 2012		
<u>Contract Dates</u> 10/10/12 - 10/16/12		<u>Estimate #</u>
<u>Advertiser</u> NRSC		<u>Original Date / Revision</u> 10/10/12 / 10/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 8	KVVU	10/10/12	10/12/12	The Dr.Oz Show	4-5p		:30			NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--WTF--				6	\$225.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KVVU	10/08/12-10/14/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$225.00	NM		
			See MG 24.9,24.10,24.11									
E 11	KVVU	10/10/12	10/12/12	MORE Access	6-7pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--WTF--				3	\$235.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	---WThF----	:30		\$235.00	NM		
			See MG 24.9,24.10,24.11									
	2	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	---WThF----	:30		\$235.00	NM		
			See MG 24.9,24.10,24.11									
	3	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	---WThF----	:30		\$235.00	NM		
			See MG 24.3,24.4,24.5,24.6,24.7,24.8									
E 15	KVVU	10/14/12	10/14/12	Fox News Sunday 8-9a	8-9a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/08/12-10/14/12	Fox News Sunday 8-9a	8-9a	-----Su	:30		\$150.00	NM		
			See MG 24.9,24.10,24.11									
N 24	KVVU	10/15/12	10/16/12	Katie Couric	2-3p		:30			NM	9	\$7,435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				2	\$145.00			

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<u>Advertiser</u> NRSC		<u>Original Date / Revision</u> 10/10/12 / 10/10/12

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1	KVVU	10/15/12-10/21/12		Katie Couric	2-3p	MTu-----	:30		\$145.00	NM		
		See MG 24.3, 24.4, 24.5, 24.6, 24.7, 24.8										
3	KVVU	10/15/12-10/15/12		Katie Couric	1-2pm	M-----	:30		\$275.00	NM		
Ⓜ	MG	for 28.1, 11.3, 27.1, 29.2, 18.2, 25.2, 26.1, 24.1, 29.1										
4	KVVU	10/15/12-10/15/12		Anderson	2-3p	M-----	:30		\$300.00	NM		
Ⓜ	MG	for 28.1, 11.3, 27.1, 29.2, 18.2, 25.2, 26.1, 24.1, 29.1										
5	KVVU	10/15/12-10/15/12		Dr Oz	3-4p	M-----	:30		\$350.00	NM		
Ⓜ	MG	for 28.1, 11.3, 27.1, 29.2, 18.2, 25.2, 26.1, 24.1, 29.1										
6	KVVU	10/15/12-10/15/12		Special Early News	Special Early News	M-----	:30		\$550.00	NM		
Ⓜ	MG	for 28.1, 11.3, 27.1, 29.2, 18.2, 25.2, 26.1, 24.1, 29.1										
7	KVVU	10/14/12-10/14/12		BB League Championships	1pm-8pm	-----Su	:30		\$4,500.00	NM		
Ⓜ	MG	for 28.1, 11.3, 27.1, 29.2, 18.2, 25.2, 26.1, 24.1, 29.1										
8	KVVU	10/14/12-10/15/12		Cops/Cops	M-Sa 8-10p/Su 7-1M	-----Su	:30		\$470.00	NM		
Ⓜ	See MG	24.9, 24.10, 24.11										
9	KVVU	10/13/12-10/13/12		The Closer	M-Sa 8-10p/Su 7-1	-----Sa--	:30		\$650.00	NM		
Ⓜ	MG	for 11.2, 8.3, 11.1, 15.1, 24.8										
10	KVVU	10/13/12-10/13/12		Touch	Sat 11p-12a	-----Sa--	:30		\$205.00	NM		
Ⓜ	MG	for 11.2, 8.3, 11.1, 15.1, 24.8										
11	KVVU	10/11/12-10/11/12		Special Early News	Special Early News	----Th-----	:30		\$460.00	NM		
Ⓜ	MG	for 11.2, 8.3, 11.1, 15.1, 24.8										
Totals											77	\$45,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/16/12	77	\$45,375.00	\$38,568.75
Totals	77	\$45,375.00	\$38,568.75

Signature: _____ Date: _____

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Ⓜ		MG for 11.2,8.3,11.1,15.1,24.8										
10	KVVU	10/13/12-10/13/12		Touch	Sat 11p-12a	-----Sa--	:30		\$205.00	NM		
Ⓜ		MG for 11.2,8.3,11.1,15.1,24.8										
11	KVVU	10/11/12-10/11/12		Special Early News	Special Early News	----Th-----	:30		\$460.00	NM		
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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT10/12 16.44

REP: TO ROSE
FR NIKKI
OK'D M2
SEE LINES 40-42
TOTAL SAME
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
8	S		400P-500P	30		\$225.00	10/10	10/12	5		W-F	5
PROGRAM : DR OZ												
11	S		600P-700P	30		\$235.00	10/10	10/12	0		W-F	0
PROGRAM : MORE												
39	ES		800P-900P	30		\$470.00	10/14	10/15	0		SU-M	0
PROGRAM : COPS/COPS												
ORD COM1 : SPOTS N/A DUE TO SPORTS & DEBATE. SEE MG OFFER. NOT PRE-BOOKED PLS												
ORD COM2 : APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 34-39												

REP HEADLINE# 6115537 TRF# 472833
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT10/12 16.44
 CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

40	A		900P-1000P	30		\$650.00	10/13	10/13	1		SAT	1
PROGRAM : THE CLOSER ORD COM1 : SPOTS N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT10 ON LINE-11 FOR 2 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT14 ON LINE-17 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT14 ON LINE-39 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT10 ON LINE-8 FOR 1 SPOT/WK												

41	A		1100P-1200M	30		\$205.00	10/13	10/13	1		SAT	1
PROGRAM : TOUCH ORD COM1 : SPOTS N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 40-42												

42	A		730P-800P	30		\$460.00	10/11	10/11	1		THU	1
PROGRAM : SPECIAL NEWS ORD COM1 : SPOTS N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 40-42												

17	S		800A-900A	30		\$150.00	10/14	10/14	0		SUN	0
PROGRAM : SU 8A NEWS STATION MAKEGOOD OFFERS: M2 OK'D BUY#11 MISSED:W-F/600P-700P OCT10 (2/WK) 30S \$235.00 (OCT10/12) BUY#17 SUN/800A-900A OCT14 30S \$150.00 BUY#39 SU-M/800P-900P OCT14 30S \$470.00 BUY#8 W-F/400P-500P OCT10 30S \$225.00 OFFER:SAT/900P-1000P OCT13 30S \$650.00 & SAT/1100P-1200M OCT13 30S \$205.00 & THU/730P-800P OCT11 30S \$460.00 CMT:SPOTS N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE.												

OCT/12 45375.00 CONTRACT TOTAL 45375.00
 TOTAL SPOTS 77

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CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$266,911 KVVU 17% KSNV 30% KLAS 31% KTNV 18% KVMY 2% KVCW 1% CABL 0%
KTUD 1%

SVC- NSI BOOKS- MAY/PJ
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE